

## Unit 10 – Revision

- **Translate:** (2 points per expression, total 20 points)

osobitě místo prodeje – \_\_\_\_\_

spotřební zboží – \_\_\_\_\_

brát v úvahu objem prodeje – \_\_\_\_\_

\_\_\_\_\_

dodat zboží do obchodů – \_\_\_\_\_

uvést výrobek na trh – \_\_\_\_\_

to anticipate a consumer's interest – \_\_\_\_\_

\_\_\_\_\_

vigorous hard-selling technique – \_\_\_\_\_

\_\_\_\_\_

to fill an unsatisfied need – \_\_\_\_\_

\_\_\_\_\_

to identify producer goods – \_\_\_\_\_

\_\_\_\_\_

to persuade and defeat competitors – \_\_\_\_\_

\_\_\_\_\_

- **Give the correct terms:** (3 points per term, total 12 points)

goods intended for use as capital goods or intermediate product by producers, rather than for a direct use by a consumer =

all the companies or individuals involved in moving a particular good or service from the producer to the consumer =

a document published by companies every year including details of activities and financial statements =

a promise by a manufacturer or seller to repair or replace defective goods during a certain period of time =

- **Prepositions:** (1 point per preposition, total 6 points)

the business market exists apart \_\_\_\_\_ the consumer market

to expend one's effort \_\_\_\_\_ studying

this concept is based \_\_\_\_\_ the goal \_\_\_\_\_ satisfying consumers' needs

my ideas were exposed \_\_\_\_\_ their criticism

the product will never reach \_\_\_\_\_ the target customers

- **Translate the sentences:** (7 points per sentence, total 14 points)

'Koncepce prodeje' předpokládá, že odolávající spotřebitelé musejí být přesvědčováni důraznými technikami tvrdého prodeje, aby si koupili zbytečné zboží nebo služby.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Způsob a metody distribuce a propagace vlastností výrobků je obvykle výsledkem průzkumu trhu, jenž se snaží identifikovat a uspokojovat potřeby cílových zákazníků.

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Your total score:  points

Maximum = **52** points

<b>A:</b> 48 – 52 pts	<b>D:</b> 36 – 39.5 pts
<b>B:</b> 44 – 47.5 pts	<b>E:</b> 32 – 35.5 pts
<b>C:</b> 40 – 43.5 pts	<b>F:</b> less than 32 pts.